



VIKTOR KIMOVSKI MSC

MARKETING MANAGER

www.linkedin.com/in/ViktorKimo

Personal info

Name	Viktor
Surname	Kimovski
Date of Birth	01.12.1987
Nationality	Macedonian

Contact info

Mobile	+389 (0)70420630
Email	viktor.kimo@outlook.com
Address	Ljubljanska 14/22
City/Zip	Skopje, 1000
Country	North Macedonia

Awards

World 1st Place - Certiadria
Marketing Campaign of the Year -
Microsoft Office Specialist
Certiport
Aug 2017 - Anaheim, California, USA

World Top 50 Startups - Power AD
World Business Angels Investment Forum
Feb 2019,2020 - Istanbul, Turkey

3rd Place- Hello Skopje / Next Marketing
Web Site of the Year - Tourism
Media Solution and City of Skopje
Dec 2017 - Skopje, North Macedonia

Hobbies



*Baby icon - take care of my baby ☺

Education

2011-2013	Master (MSC) in Marketing Management Master theme "Internet Marketing and Social Media" FON University (Faculty of Economics) Skopje, North Macedonia
2010-2011	Specialization in Informatics and Communication Technologies Project theme "Student Service for FON University" FON University (Faculty of Economics) Skopje, North Macedonia
2006-2010	IT Degree - Applied Computer Scientist Technical Faculty (Technical IT) Bitola, North Macedonia

Certifications

- Project Design and Management - Peace Corps
- New Media in politics - Westminster Foundation for Democracy Program
- Political Academy for Social Democracy - Progress institute and Friedrich Ebert foundation
- CCNA2: Routers and routing - Cisco Networking Academy
- CCNA1: Network basics - Cisco Networking Academy
- Windows Server 2008 - Microsoft

Organizational / Managerial skills

- Verbal communication - Able to express my ideas clearly and confidently in speech;
- Computer skills: word - processing, using databases, spreadsheets, internet and email, excel, power point;
- Team work - Working confidently within a group;
- Initiative/self-motivation - Able to act on initiative, identify opportunities and proactive in putting forward ideas and solutions;
- Planning and organizing - Able to plan activities and carry them through effectively;
- Flexibility - Adapt successfully to changing solutions and environments;
- Time management - Prioritizing tasks and able to work to deadlines;
- Negotiating and persuading - Able to influence and convince others, reaching an agreement;
- Stress tolerance - Maintaining effective performance under pressure;
- Leadership: Able to motivate others

Languages

- Macedonian - Mother tongue
- English - Proficient User
- Serbian/Croatian- Proficient User
- Bulgarian - Independent User

Driving License

B - car

2010–2014 (Contract) Social Democratic Union of Macedonia (SDSM), Skopje (North Macedonia)	Social Media Specialist <i>Social Democratic Union of Macedonia is a social-democratic political party, and the main centre-left party in North Macedonia.</i> <ul style="list-style-type: none">▪ Political campaign through Social Media;▪ Web administration;▪ Graphic Design;▪ Copy-writing;▪ Organizing events;▪ Photo and Video editing;▪ Live chat on Facebook;▪ Live Stream.
14 Feb 2014 –31 Feb 2014 (Full-Time) Total Group, Skopje (North Macedonia)	Sales and marketing department manager <i>Marketing agency</i> <ul style="list-style-type: none">▪ Analyzing results;▪ Writing reports;▪ Preparing proposals;▪ Developing communication strategies;▪ Delivering product quotes;▪ Carrying out marketing research;▪ Keeping the marketing department updated.
Jun 2014 – Present (Full-Time) Next Marketing, Skopje (North Macedonia)	Founder / Owner <i>The marketing agency is open with a 10,000-euro grant from the Swedish Embassy in Skopje for the best project for promotion of Skopje (Hello Skopje – City Guide)</i> <ul style="list-style-type: none">▪ Promotion of the project;▪ Developing communication and sales strategies;▪ Collaborate with managers and founders;▪ Communication campaigns through social media;▪ Administration of the website;▪ Web Design;▪ Graphic Design;▪ Social media marketing for Hello Skopje Partners;▪ Making business plans for the Partners;▪ Working with budget.
Oct 2016–Jun 2018 (Full-Time) Certiadria, Skopje (North Macedonia)	Marketing Manager <i>Certiadria is international education and certification company, established and based in 10 countries in Adriatic region</i> <ul style="list-style-type: none">▪ Develop efficient and intuitive marketing strategies;▪ Organize and oversee advertising/communication campaigns social media, e-mail newsletters, exhibitions and promotional events;▪ Conduct market research and analysis to evaluate trends, brand awareness and competition ventures;▪ Write copy for diverse marketing distributions (brochures, print materials, website material etc.);▪ Maintain relationships with media to ensure collaboration in promotional activities;

- Monitor progress of campaigns using various metrics and submit reports of performance;
- Collaborate with managers in preparing budgets and monitoring expenses;
- Graphic Design - Preparing digital materials for social media, branding, print materials
- Organizing open days in Slovenia, Serbia, Albania and North Macedonia for Microsoft Imagine Academy. Feb-Jun, 2017
- Event Manager for "New technologies in education" - conference and fair. Belgrade, (Serbia) 9-11 Feb, 2017
- Organizing Microsoft Office Specialist Championship in North Macedonia, Bosnia and Herzegovina and Bulgaria - Social media marketing, PR, Website administration, Printing materials, Proctor for the exams, Grand Finale Event Manager, Collaboration with media, etc. April-May, 2017

Feb 2017 - Sep 2017

Marketing Manager

Semos Education with partnership with Certiadria, Skopje (North Macedonia)

Semos Education is the first and the biggest computer education center in North Macedonia.

- Replacement of an employee on maternity leave

15 Jul 2018- 31 Dec 2018 (Full-Time)

Neuromedica, Skopje (North Macedonia)

Marketing Manager

Neuromedica is the first private polyclinic in Republic of Macedonia.

- Development and implementation of marketing plans and marketing strategy of the company;
- Preparation of the marketing budget in cooperation with the other members of the management team;
- Preparation and implementation of media plans;
- Preparation of information for advertisers (print advertisements) for printed media;
- Monitoring foreign and domestic advertisements in the field;
- Contacts with TV media and organizing media appearance;
- Drawing up and tracking stock results;
- Organize and oversee advertising/communication campaigns social media, e-mail newsletters, exhibitions and promotional events;
- Tracking competition and constantly improving marketing techniques;
- Creation and implementation of marketing materials such as: designing brochures, flyers, posters magazine, etc;
- Managing social networking (facebook, instagram, linkedin, twitter, google+);
- Management of website and monitoring and implementation of the online reservation system.

Feb 2019 - Present (Contract)

PowerAd, Strumica (North Macedonia)

Project Manager and Marketing Coordinator

PowerAD is a marketing platform that connects the brands with everyday drivers that want to brand their vehicles, in order to create powerful advertising on vehicles.

On WBAF 2019,2020 (World Business Angels Forum) PowerAD was chosen in the group of the TOP 50 most advanced businesses of the

01 Feb 2019– Present (Full-Time)
Lyons STR Corporation, Chicago (USA)

whole world. There we've achieved enormous success and expanded our network across many countries around the world.

Marketing Executive

Lyons STR – Trucking Corporation (Freightech, US Cargo Direct, Lyons Truck Sales, Dylans Equipment Lease)

- Support the Company's Digital Marketing with tasks across paid social media, search marketing, email marketing, display media and emerging marketing channels, including marketplace listings and large scale influencer marketing;
- Activities include: organizing media assets, providing reporting support, trafficking digital marketing projects, influencer outreach, and providing QA support across channels;
- Preparation of the marketing budget in cooperation with the other members of the management team;
- Assist with media asset coordination by working with our creative team to gather and expand marketing assets for paid social, affiliate banners and display media-Tracking competition and constantly improving marketing techniques;
- Work with marketplace manager to manage 3rd party sites;
- Managing social networking (facebook, instagram, linkedin);
- Reporting support for paid social, paid search, marketplace listings, display media, and influencer marketing;
- Close relationship with Recruiting Department for Hiring Drivers;
- Google Ads, GSuite, SEO Optimization, Hosting, Web design, Truck Paper, Email newsletters, etc.

Digital skills

- Social Media Administration
- Web Administration
- SEO Optimization
- Google Ads
- Social Media Ads
- Google Analytics
- Email newsletters
- Microsoft Office
- Photoshop
- WordPress Designer
- Host Administrator